



*"They took caffeine out of coffee.  
Now Merit takes nicotine  
out of tobacco the same way."*

Harold A. Jenkins  
Project Manager  
Philip Morris R&D  
Richmond, Va.

# Introducing Nicotine-Extracted Merit Free Menthol.

The cool, menthol taste is refreshing and enjoyable, yet 97% of the nicotine has been extracted by our all natural N-EX1 process, the same way caffeine is removed from coffee. Light up and enjoy this remarkable new cigarette. One puff will tell you we've taken away nicotine, but not the pleasure of a refreshing menthol cigarette.

Nicotine-Extracted tobacco. A solution with Merit.

MERIT  
Free

NICOTINE EXTRACTED

SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.

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Kings: 8 mg "tar," 0.6 mg nicotine  
av. per cigarette by FTC method.

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